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GLEANINGS FROM 1938 REPORTS ABOUT MARKETING
BY HOME DEMONSTRATION WOMEN

	<u>Alabama</u>	<u>Families reporting</u>	<u>Receipts</u>
Cash received:			
Curb-market sales (15 markets)			\$ 383,130.95
Fruits and vegetables sold	12,295		235,894.00
Food-preservation products sold	7,392		28,865.00
Dairy products sold from home dairies	7,734		292,301.00
Poultry and eggs sold:			
Poultry sold	14,102		220,166.00
Eggs sold	14,903		363,941.00
Home industries	5,717		9,472.00
Money earned in other ways	11,130		54,634.00
Prizes won (1,863 girls and women reporting)			6,837.00
Total cash received by women and girls enrolled in 4-H work in income-earning activities .			1,585,240.95

Arkansas

Total sales of products amounted to \$187,190.26. Home industries and handicrafts were undertaken in 72 counties in 1,877 communities.

The home-industries specialist cooperated with the nutritionist in demonstrations on preparation and scoring food for market. State health requirements for people handling food for market were discussed.

A report tells how one woman filled her pantry shelves by canning for one-half share or for 4 cents a quart, since her own garden plot was too small to supply the needs of her household.

Another woman sold canned string beans at \$2 a dozen to the local grocery store. The demand was greater than her supply.

To others, flowers and honey production proved profitable.

Florida

Home industries yielded in cash sales \$144,291.80, from fancy breads, cakes, cookies, tarts, and pastries.

Florida's preserves, citrus and other fruits are used and sold to tourists. Club members in Gadsden County take orders for home-canned products in early spring and regulate the size of their gardens by the size of these orders. Cans are purchased cooperatively and shipments made cooperatively to Florida State College for Women, from which comes the largest order. Local orders are handled individually. The average price is 25 cents a quart. Supervision of the canning, the handling of the sales, and the bookkeeping is done in the office of the home demonstration agent.

Georgia

A woman who derived pleasure from picking wild blackberries picked 75 gallons, which she made into jellies, jams, and juices. Her home-industries work, including premiums of \$20.50 from displays at the fair, brought her \$516.66.

Georgia holds a market contest, the purpose of which is to arouse interest in securing an income from miscellaneous surpluses and special products for developing better standards of living; also to stimulate record keeping, thinking, planning, and evaluation of results.

In Floyd County a book of suggestions for saleable handicraft articles was prepared and distributed in March. Any club member who made an especially attractive handicraft article was encouraged to have a supply ready for the bazaar which was held in November. Forty-six women offered articles for sale and the receipts were \$128.62. This Christmas bazaar served as a demonstration of standardizing products for market.

From Spalding County comes a report that the market has made many contributions to rural life and likewise the city women have benefitted. It is bringing a better understanding by both of the problems that confront each.

Kentucky

Kentucky reports improvement in quantity and quality of products by homemakers. Every seller in Christian County has a label to use on one or more baked products.

Mississippi

Attention was given to setting up standards of selection, preparation, and processing food to sell under the home demonstration label. A market booth at the State fair from which standardized products from 21 counties were sold, gave publicity to farm home industries in the State. 2,671 farm families are using improved methods in marketing surplus products.

North Carolina

Fifty-four counties reported that 27,512 handicraft articles were made for home use in 1938, and 2,374 families were assisted in developing home industries to supplement their income. These families sold a total of \$11,454.74 worth of handicrafts. Seventy-one method demonstrations were given by agents and specialists and 111 were given by leaders.

Demonstrations in weaving, copper work, and corn-shuck articles were given during Farm and Home Week for agents and farm women. Copper work was demonstrated during the older youth conference, and both boys and girls were able to repeat the demonstrations in their counties later. Copper work was taught also during the 4-H short course and two 4-H Club girls gave demonstrations in making hats and dolls of corn shucks. The W.P.A. art center, with thirty looms, was available to agents and farm women for free instruction in weaving and metal work during the year.

South Carolina

The food-preparation and nutrition specialist gave a series of demonstrations on making cakes, cookies, and pastries to women selling or going to sell on the market in order to improve the quality of their products and help them make a profit.

Customers as well as sellers were invited to butter-grading demonstrations as a means of improving quality and packaging of butter.

Tennessee

Handicraft work from Tennessee is sold in 25 States and in a number of other countries. An "approved producers" list is kept of women qualified to make saleable articles.

Operating the curb, club, roadside, and wayside markets and tea-rooms has been a cooperative project in which the subject-matter specialists have given aid - the horticulturist with gardens, orchards and landscaping; the poultry specialist with poultry products; the food specialist with baking and preservation; the sheep specialist with meat cutting and curing;

the clothing and home-improvement specialist with improvement of home and tearooms or interior of market; and the assistant professor of arts and crafts in preparation of illustrative material for use in the marketing and handicraft program and in the working out of designs and color combinations for various articles.

Virginia

Nine families in Giles County are making cheese for sale. One woman sold 2,400 pounds and another, 1,000 pounds.

Texas

Where markets were in operation or preparatory work for a market was being carried on through a correlated educational program on markets, emphasis was put on having a continuous supply of products to keep the market going the year around. Progress has been made in improvement of business meetings of the market group so that they are more effective and of greater value to the members.

Minutes of the meetings are read, and financial status is reported. Round-table discussions include such topics as ways of improving quality and quantity of products, displaying and developing salesmanship tactics.

Rules and regulations are revised as progress is made.

Records From a Few States Showing a Year's In-
come From Home Demonstration Marketing Activities

GEORGIA	NORTH CAROLINA	SOUTH CAROLINA	TEXAS	FIVE SOUTHERN STATES
Sales by 2,717 home demonstration women and girls averaged \$263.	1,697 women in organized home demonstration markets in 42 counties sold produce in amount of \$309,149.99, averaging each \$182.06.	Organized markets in 29 counties; sales \$133,704.32. 120 women in these markets reported sales ranging from \$200 to \$1,978.48 a year. Half of them sold over \$500 worth.	In 13 organized home demonstration markets 122 women sold \$34,770, or an average of \$285 for each seller.	Total cash from income-earning activities of women and girls enrolled in home demonstration work in five Southern States: \$ 1,585,250.95 714,676.19 620,419.73 547,008.64 <u>452,306.72</u> \$ 3,919,662.23

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Name	Address	City	State	Occupation
John Doe	123 Main St	New York	NY	Teacher
Jane Smith	456 Oak Ave	Los Angeles	CA	Nurse
Robert Johnson	789 Pine St	Chicago	IL	Engineer
Mary White	101 Elm St	Boston	MA	Writer
James Brown	202 Cedar St	San Francisco	CA	Artist
Elizabeth Green	303 Maple St	Philadelphia	PA	Lawyer
William Black	404 Birch St	Houston	TX	Doctor
Susan Gray	505 Spruce St	Portland	OR	Musician
Daniel Hill	606 Ash St	San Diego	CA	Scientist